



Learn the steps you can take to protect Florida's children. Pool safety is everyone's responsibility.
1.877.362.5033 | WaterproofFL.com



WaterproofFL: “POOL SAFETY IS EVERYONE’S RESPONSIBILITY.”

Many partners will be needed to help reduce drowning among Florida's children, including businesses, community groups and individual advocates. As a partner, you can be a “layer of protection” and help us spread the word about pool safety, making a difference by educating your members and getting more people involved in the WaterproofFL campaign.

Becoming a WaterproofFL partner is free and easy. We simply need your commitment to sharing information about pool safety with your network using communication tools already in place within your organization. Here are a few ideas:

- **Post a link** on your website to WaterproofFL.com - we will provide you with a Web banner to post on your homepage that links directly to our website.
- **Feature WaterproofFL posters, window clings and post cards** at your business or office. These materials are available on WaterproofFL.com.
- **Use your newsletters, newspapers, magazines, email blasts or other publications** to educate your employees,

customers and members about the importance of pool safety. The WaterproofFL tool kit contains advertising copy you can use in print, Web, TV and radio ads.

- **Make pool safety brochures available** in your offices or retail locations. Electronic versions of all marketing materials are available for download at WaterproofFL.com.
- **Distribute Water Watcher tags to consumers and members.** This is an important tool that will encourage more active supervision and help control who is in charge of watching the pool while children are playing.
- **Show the 10-minute safety video** at your next conference or meeting or at your retail locations. The DVD is available in a loop format that plays continuously.
- **Encourage homeowners to add layers of protection.** Offer special promotions and sales on different types of barriers. You also can offer CPR classes for your members. We have created campaign postcards with a special place for promotions and coupons. These materials are available for download at WaterproofFL.com.

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WORKING TOGETHER, OUR PARTNERS CAN HELP FLORIDA REDUCE ITS HIGH NUMBER OF DROWNINGS AMONG CHILDREN UNDER AGE 5.



**ENCOURAGE POOL HOMEOWNERS TO ADD
MULTIPLE BARRIERS TO HELP ENSURE POOL
SAFETY, EVEN IF THEY DON'T HAVE CHILDREN.**

THE FACTS. FLORIDA LEADS THE COUNTRY IN DROWNING DEATHS OF CHILDREN AGES 1-4.

- In Florida, drowning is the leading cause of death among children ages 1-4.
- The Residential Swimming Pool Safety Act, F.S. Chapter 515, requires only one physical barrier for pools built after 2000.
- The Florida Department of Health strongly recommends multiple barriers to help ensure safety and using “layers of protection” to help prevent drowning.
- Drowning is silent and only takes a minute.
- The average hospital stay is two days with a median admission charge of \$10,713.
- 34% of these stays are covered by Medicaid.
- The monetary cost of drowning in Florida for a year is greater than \$16 million.
- Over 90% of Florida’s home swimming pools were built before the law. “Does your pool have the necessary barriers to save a child’s life?”